

Video / Photography Permission / Model Releases

CO_MK_ME_05

Responsible Officer
Ian McIlwraith
Responsible Office
Marketing and Communication
Approving Body
Board of Trustees
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2021
Departmental Impact
All departments

Policy Statement

When possible, Carolina University requires written permission of students and/or other adults who are primarily featured in a Carolina University video production or photograph.

Rationale

The purpose of this policy and procedure is to ensure the Carolina University is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes.

Policy Procedures

At a minimum, whenever possible, Carolina University videographers and/or photographers shall identify themselves verbally or by wearing a CU press badge, informing potential featured students and/or other adults of their intent of the video and/or photograph and its end use. When the subjects primarily featured are minors, written permission must be obtained from a parent or guardian. The only remedy available to a featured CU student or other adult who did not provide permission to the university is the removal of such video/photography from all future Carolina University marketing materials. This policy does not apply to large public event settings (athletic events or commencement ceremonies). When video or photos are supplied by an organization on or off CU's campus, permission to use the images is implied. The Marketing and Communication Department will work with the organization or request that the organization's representative to confirm the permission and ensure that appropriate video and photo credits are published.